



Cabela's Moves to Teradata to Integrate Data Across Sales Channels; Teradata Helping Cabela's Accommodate Multichannel Growth Plans

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SIDNEY, Neb., Jan 18, 2006 (BUSINESS WIRE) -- To gain improved visibility of data from its operations, Cabela's Incorporated (NYSE:CAB), the nation's largest direct marketer and a leading specialty retailer of outdoor merchandise, is installing data warehouse, planning and analytics solutions from Teradata, a division of NCR Corporation (NYSE:NCR). The new system, which includes the Teradata Retail Logical Data Model and Data Miner application, is to be fully implemented by the second quarter of 2006.

Teradata's data warehouse technology and support software will integrate data from Cabela's retail store, catalog and online operations to address critical needs and will provide the granular information needed by business users.

"Given our growth strategy, having a high performance, multichannel data warehouse is a requirement," said Larry Popp, director of M.I.S. at Cabela's. "The Teradata data warehouse, Retail Logical Data Model and Data Miner will give us the needed infrastructure along with a mature and tested data model and the ability to improve decision-making."

Popp added that Cabela's selected Teradata after an extensive review of the top providers, determining that the Teradata solutions and its single view of the enterprise was the most appropriate technology. "Teradata will serve as a basis for providing the unique insight into our operations," said Popp.

Teradata is also providing Cabela's with professional services, education and training services and implementation services.

"Teradata will help Cabela's by placing detailed data on transactions in one place where it can be analyzed to better serve all customers and to improve the operation," said Rob Berman, vice president, Retail Industry Solutions, Teradata.

About Cabela's Incorporated

Cabela's(R) (www.Cabelas.com) is the nation's largest direct marketer and a leading specialty retailer of hunting, fishing, camping and related outdoor merchandise. Since its founding in 1961, Cabela's has become one of the most well-known outdoor recreation brands in the United States and has long been recognized as the World's Foremost Outfitter(R). Cabela's operates as an integrated multichannel retailer, offering customers a seamless shopping experience through its catalogs, website and destination retail stores. Cabela's also issues the Cabela's Club(R) VISA credit card through which it offers a related customer loyalty rewards program as a vehicle for strengthening its customer relationships.

About Teradata Division

Teradata (www.teradata.com), a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's Teradata(R) data warehouses and ATMs, retail systems and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. NCR (www.ncr.com) is based in Dayton, Ohio.

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SOURCE: NCR Corporation

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